

**ELECTRONIC COMMERCE USING OPTICAL INPUT DEVICE****Abstract of the Disclosure**

Sensing of machine readable indicia associated with a catalog permits on-line ordering of merchandise. A profile of user-specific data (e.g., clothing sizes) can be employed to customize the transaction. Sensing of such indicia on a garment tag permits a collection of complementary clothing or accessories to be presented to a user for review (e.g., by display of a virtual model wearing the garment and some of the clothing/accessories).